

Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-08 MMO-04 AID-05 CIAE-00
FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06
SP-02 LAB-04 SIL-01 OMB-01 STR-04 /073 W
-----141350Z 023374 /47

R 141230Z MAR 77

FM AMCONSUL SAO PAULO
TO SECSTATE WASHDC 7565
INFO AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO

UNCLAS SAO PAULO 0598

FROM COMMERCIAL COUNSELOR

E.O. 11652: N/A

TAGS: ECRP, BEXP, BR

SUBJECT: COMMERCIAL REPORTING - BEST PROSPECTS

REF: CERP 1216

1. THE BRAZILIAN GOVERNMENT IS FOLLOWING POLICES DESIGNED TO PROMOTE THE DEVELOPMENT OF BRAZILIAN INDUSTRY, REDUCE THE COUNTRY'S TRADE DEFICIT, AND REDUCE THE RATE OF ECONOMIC GROWTH IN ORDER TO LESSES INFLATIONARY PRESSURES. THE MEASURES ADOPTED TO PROJECT DOMESTIC INDUSTRY VIRTUALLY LIMIT OUR EXPORT PROMOTION POTENTIAL TO AREAS IN WHICH BRAZILIAN PRODUCTION IS EITHER NON-EXISTENT OR IS OF INSUFFICIENT OR VARIETY TO SATISFY THE NEEDS OF THE MARKET. THE ANT-INFLATION MEASURES, TOGETHER WITH THE BALANCE OF PAYMENTS MEASURES ARE EXPECTED TO REDUCE TOTAL IMPORTS OF MACHINERY AND EQUIPMENT -- THE AREA IN WHICH OUR EXPORT PROMOTION EFFORTS ARE CONCENTRATED. ALL THE ABOVE MENTIONED POLICES ARE EXPECTED TO REMAIN IN EFFECT THROUGH THE COMING THREE YEARS AT LEAST. ACCORDINGLY, THE NEED FOR GREAT SELECTIVITY IN OUR EXPORT PROMOTION EFFORTS IS OBVIOUS.

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2. KEEPING THE ABOVE CONSIDERATIONS IN MIND, WE HAVE CONCLUDED THAT THE PRODUCT CATEGOTIES WHICH HAVE HIGHEST POTENTIAL FOR INCREMENTAL EXPORT SALES IN BRAZIL AND WHICH SHOULD BRING MAXIMUM RESULTS IF PROMOTED IN FY 1979 ARE THE FOLLOWING, IN ORDER OF PRIORITY:

- (1) MINING MACHINERY
- (2) PROCESS CONTROL INSTRUMENTATION
- (3) MACHINE TOOLS
- (4) ELECTRONIC COMPONENTS AND PRODUCTION EQUIPMENT THEREFOR
- (5) TEXTILE MACHINERY
- (6) FOOD PROCESSING AND PACKING EQUIPMENT
- (7) PLASTICS AND RUBBER PROCESSING EQUIPMENT
- (8) ELECTRIC POWER EQUIPMENT
- (9) DIRECT REDUCTION STEEL TECHNOLOGY AND EQUIPMENT

3. DETAILED DISCUSSION OF THESE PRODUCT CATEGORIES, AND OUR BEST ESTIMATE OF THE TREND OF BRAZILIAN IMPORTS IN THE "TARGET INDUSTRY" CATEGORIES, IS BEING SUBMITTED BY AIRGRAM.

4. THIS MESSAGE IS BASED ON CONTRIBUTIONS FROM THE TRADE CENTER STAFF AND THE COMMERCIAL SECTIONS IN SAO PAULO AND RIO DE JANEIRO.
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Message Attributes

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